



Time Inc. In-Store Marketing
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New York, NY 10020

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June 5, 1996

Mr. John J. Hanrahan
Senior Vice President
Media Director
Leo Burnett Media
35 West Wacker Drive
Chicago, IL 60601

Dear Jack:

We at MediaOne are most interested in a positive working relationship with your team and will go forward with the agreement as outlined in your May 30th letter (attached).

As has been our policy, we will continue to overdeliver the Philip Morris program in a big way (double Lights, Custom Headercards, TakeOnes and TearPads) as we know that field execution to over five thousand retail locations are complex and will sometimes result in a small percentage of error.

We remain committed to Leo Burnett and Philip Morris in proving the value of your participation in MediaOne. Please be assured that we will continue our diligent efforts to ensure the total success of the Philip Morris program.

Sincerely,

A handwritten signature in dark ink, appearing to read "J. Myers", written over a horizontal line.

Jefferson Myers
Executive Vice President

Attachment

cc: Scott Tegethoff
Kelly Goldin
Kathy Riordan

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